



NHTSA

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

Air Bag Recall Campaign Creative Concept Testing

2.12.2020



TABLE OF CONTENTS

3

Background

7

Detailed Findings

20

Concept Comparison

22

**Conclusions +
Strategic Imperatives**

24

**Appendix +
Demographics**

BACKGROUND



Research Objectives

To evaluate concepts for online banner ads for air bag recalls with the goal of getting U.S. vehicle owners to use NHTSA's online VIN lookup tool and get open recalls fixed for free

1. Gather feedback and information to help shape final concepts
2. Motivate consumers to report potential defects
3. Increase awareness of NHTSA's role in vehicle safety regulation

Methodology

.....



Participants (n=105)

Qualification Criteria

- Age 18+
- Mix of genders
- U.S. licensed driver
- Own/operate a vehicle at least once per week
- Primary or shared decision-maker for vehicle maintenance in their household
- Have had an air bag recall
- 1/3 have children under the age of 18 in home



MODE

Online Bulletin Board

- 3 days of activities
- Respondents split between 4 boards



LENGTH

3 days of activities

- 15-20 minutes per respondent per day
- 45-60 minutes per respondent total



DATES

January 28-30, 2020



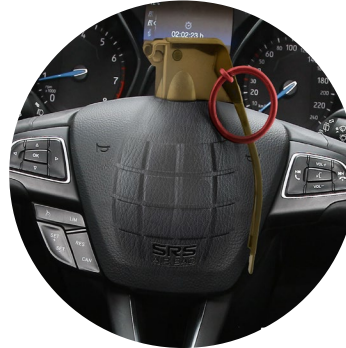
GEOGRAPHY

Nationwide

Key Takeaways



Bomb on Board is the strongest performing ad concept among respondents. It yields a high degree of action and half of the respondents say this ad is the most likely to bring them to the site. It is praised for its attention-grabbing imagery, its resemblance to the familiar “Baby on Board” road sign, and its concise messaging. The “bomb on board” text grabs attention. While some say that the “bomb” mention is extreme, many acknowledge that it is meant to shock. Mentioning the NHTSA.gov website on the ad could drive more traffic to it, as this gives it another layer of legitimacy.



Wheel Risk also performs well among respondents. While not as strong as *Bomb on Board*, this ad drives high rates of action and two thirds of respondents say they would be at least somewhat likely to visit the website. The embedded grenade imagery is powerful - to those who can see it. While the message is clearly about recalled air bags, the grenade itself is easily missed. Respondents would like the grenade to be more distinguishable as it blends a into the steering wheel a bit too well. Like *Bomb on Board*, including a mention of the NHTSA.gov website on the ad itself would help increase legitimacy.



360 Consequences trails behind both *Bomb on Board* and *Wheel Risk* in terms of key metrics such as clarity, likelihood to take action, and likelihood to visit the NHTSA.gov website. It is unclear to many that the ad is about faulty air bags. The imagery is too general - it could easily be interpreted as an anti-drunk-driving or distracted-driving ad, or even just a general PSA about safe driving. Efforts to more clearly connect the crash scene as the fault of a defective air bag is needed to enhance this concept.

DETAILED FINDINGS

*Concept by Concept
Analysis*



Bomb on Board

.....



**BOMB
ON BOARD!**

Your recalled
air bag could kill.

Repairs are free.

 **NHTSA**
Safe cars save lives.

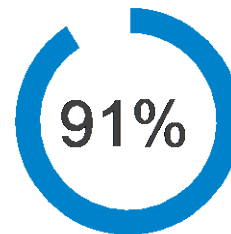
CHECK FOR RECALLS

Bomb on Board



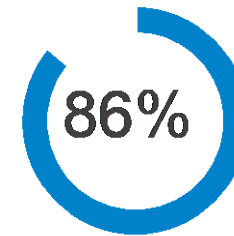
Likely to act

% Somewhat/Very/
Extremely Likely



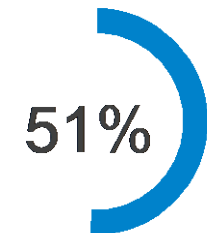
Likely to visit site

% Somewhat/Very/
Extremely Likely



Most likely to visit

NHTSA.gov



Main Message	%
Recalled air bag can kill/injure you	57%
Check to see if your air bag has been recalled	21%
Recall repairs are free	17%

Grabs Attention	%
"Bomb on board" text	33%
Graphic imagery/visuals - general	14%
Spikes/explosions from air bag	14%
Yellow sign	12%

*"The message is trying to communicate that an **air bag that is defective can act as a bomb** and can break and explode within the vehicle. **Instead of protecting you** in an accident, it can **actually injure or even kill you**. So you need to **get your defective air bag replaced**, which is **free** and can check if you need one by **clicking the ad**."*

*"The concept really grabs my attention. The phrase **'bomb on board'** along with the **image** validates the idea that I had that the **recalled air bags would basically shoot shrapnel** at you upon deployment."*

*"The first thing is **'bomb on board'** because I am used to seeing that shaped sign saying **'baby on board'**."*

Bomb on Board



Likes	%
Clear/Concise message	35%
Eye-catching/grabs attention	23%
Free repair	14%

*"I like that **the message is clear** and I like that **this ad is created to help people, to save lives and to keep people safe.**"*

*"**Attention grabbing.** Brings awareness. Also **mentions the FREE repairs** which should bring many to the shop for repair. Also shows the **NHTSA has your best interest in mind.**"*

Dislikes	%
"Bomb" mention is too extreme/fear-mongering	34%
Confusing/not clearly about air bag recalls	9%
No dislikes about this ad	34%

*"I do not like the '**BOMB ON BOARD**' message. It is fear mongering."*

*"I don't like the picture. It is initially **confusing.** Throwing out bomb above it made me look at the picture again and think, **that isn't a bomb.**"*

Bomb on Board



Enhancement Opportunities


- “Check for Recalls” could include user relevancy and NHTSA.gov mention - “Check YOUR vehicle for Recalls at NHTSA.gov”

*“The ad **doesn’t** really give you info about what vehicles, so maybe I would think my car runs fine, have not had any problems with my car so I would definitely think it wasn’t directed to me, it doesn’t tell you where to look or search to see if you are in need to take your vehicle in for a repair not even a telephone number.”*

*“...Plus, if on a banner ad I still might not go to the NHTSA site as I wouldn’t know if my car is applicable to the recall. Thus, I might not look at that site **unless I heard that my car was involved in the recall.** This banner ad doesn’t do that.”*

Wheel Risk


.....



**RECALLED
AIR BAGS
DON'T
PROTECT.
THEY COULD KILL.**

CHECK FOR RECALLS

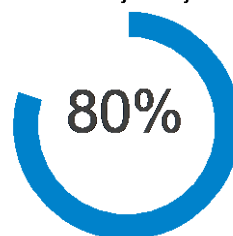
Repairs are free.

 **NHTSA**
Safe cars save lives.

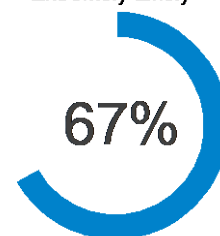
Wheel Risk



Likely to act
% Somewhat/Very/
Extremely Likely



Likely to visit site
% Somewhat/Very/
Extremely Likely



Most likely to
visit NHTSA.gov



Main Message

%

Defective/recalled air bags can kill/are unsafe

65%

Check to see if you have air bag recalls

14%

Have recalled air bags fixed

10%

Grabs Attention

%

Grenade on steering wheel

29%

"Recalled air bags don't protect" text

20%

"They could kill" text

13%

*"The **defective air bag** could explode and spray metal or whatever and **kill you**, all you have to do is pull the pin on the hand grenade ready to explode. You need to **check the recall list now!**"*

*"The main message is that **if you have a recalled air bag** in your car that **hasn't been fixed**, it could **kill you**."*

*"The **grenade sitting on top of the air bag** is attention grabbing although I could see where some folks may not know exactly what the little red pull ring is but most everyone should. The fact that it's showing a steering wheel with the air bag compartment staring you in the face is pretty clear to me also and the words saying **"Recalled Air Bags Don't Protect"** is super clear."*

Wheel Risk

**RECALLED
AIR BAGS
DON'T
PROTECT.
THEY COULD KILL.**

CHECK FOR RECALLS

Repairs are free.

NHTSA
Safe cars save lives.

Likes %

Effective/serious/
captures sense of
urgency **16%**

Grenade on steering
wheel **14%**

Free repair **13%**

Straightforward/simple **12%**

*"The **visual with grenade** lays out well what this equates to and the **seriousness** of it."*

*"I like that it is **straight and to the point**. It really makes me think how **dangerous recalls can be**. I also like that it **states repairs are free**."*

Dislikes %

Grenade isn't clear/too
subtle **37%**

Fear-mongering/too
extreme **9%**

No dislikes about this
ad **25%**

*"It's **not immediately apparent** that the device implanted into the **steering wheel** is a **hand grenade**."*

*"I think the ad is **very harsh**. I also feel like the **grenade doesn't stand out** in the steering wheel. I understand that air bag recalls are important, but **this ad is extreme**."*

Wheel Risk



Enhancement Opportunities

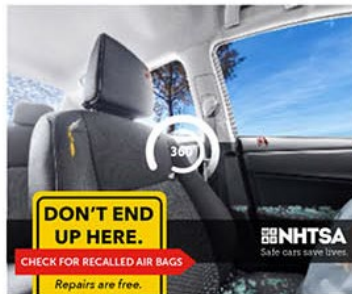
- Distinguish grenade embedded in steering wheel
- Move placement of “Repairs are free” text so it is above the call to action “Check for recalls”
- “Check for Recalls” could include user relevancy and NHTSA.gov mention - “Check YOUR vehicle for Recalls at NHTSA.gov”

“I would maybe put the ‘they could kill’ part in bold or a different color. Also, I would make the wheel and the grenade look more bright or put shrapnel or part of an explosion around the image to make it look like the grenade is mid explosion.”

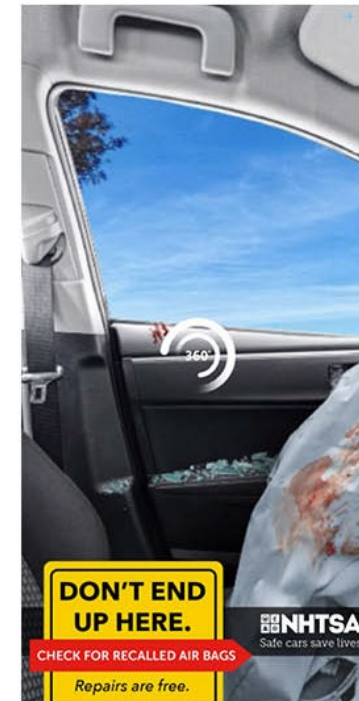
“I would add a clearer picture of a grenade and have the pin missing to show that it can explode at any time.”

*“Would I go to their specific website? **Probably not because the specific .com isn’t listed** and I would probably google my car’s make, model and recall.”*

360 Consequences



This execution utilizes 360 imaging to pique the viewer's curiosity. The ad will display a slow pan of 360 degrees of a damaged car interior. The ad will react to the tilt of the viewer's phone or to a mouse rolling over it's surface. Clicking on the ad will provide a full screen 360 experience - much like virtual reality. Users can tilt their phone to look around the car, or use their finger/mouse to scroll around the car in all directions.



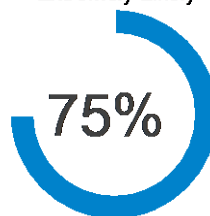
360 Consequences



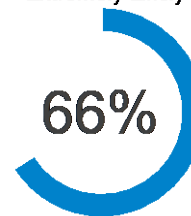
This execution utilizes 360 imaging to pique the viewer's curiosity. The ad will display a slow pan of 360 degrees of a damaged car interior. The ad will react to the tilt of the viewer's phone or to a mouse rolling over it's surface. Clicking on the ad will provide a full screen 360 experience - much like virtual reality. Users can tilt their phone to look around the car, or use their finger/mouse to scroll around the car in all directions.



Likely to act
% Somewhat/Very/
Extremely Likely



Likely to visit site
% Somewhat/Very/
Extremely Likely



Most likely to
visit NHTSA.gov



Main Message

%

Defective/recalled air bags can kill/are unsafe

36%

Have recalled air bags fixed

21%

You can be injured in a crash

16%

Grabs Attention

%

Blood

45%

Airbag imagery

11%

"Don't end up here" text

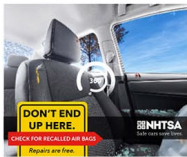
8%

*"The main message is that if your air bag is recalled and you don't fix it you could be **seriously injured or killed** if you wind up in an **accident** and your **air bag could potentially kill you.**"*

*"Wow, this one got my attention! The message of this is **if you do not get your air bag fixed, you could be dead.**"*

*"The **ripped air bag**, along with the **blood** and **shattered glass** help you to see that the **air bag had a negative impact** and most likely **contributed to the accident and injuries.**"*

360 Consequences



This execution utilizes 360 imaging to pique the viewer's curiosity. The ad will display a slow pan of 360 degrees of a damaged car interior. The ad will react to the tilt of the viewer's phone or to a mouse rolling over it's surface. Clicking on the ad will provide a full screen 360 experience - much like virtual reality. Users can tilt their phone to look around the car, or use their finger/mouse to scroll around the car in all directions.



Likes	%
Shocking imagery	28%
Motivating to get air bags fixed	21%
Nothing positive about this ad	16%

Dislikes	%
Vague/unclear ad was about recalls	34%
Too graphic/fear-mongering	30%
No dislikes about this ad	21%

*"This ad does not invoke anything positive. Rather, it is **shock** and **recognition** that this is a **potentially life-threatening** situation that **needs to be addressed**."*

*"I like how the ad actually shows you how your car can end up and how you can end up dead. I think that will **motivate a lot of people to take action**."*

*"I think it's **too hard to see that it's about air bags specifically**; it could easily just be an **anti-car crash ad**. The **'don't end up here'** text, the largest in the ad, **doesn't really impart anything about recalls**."*

*"**Too graphic with the blood. Not clear as to what it is asking you to do to avoid being there**."*

360 Consequences



This execution utilizes 360° imaging to pique the viewer's curiosity. The ad will display a slow pan of 360 degrees of a damaged car interior. The ad will react to the tilt of the viewer's phone or to a mouse rolling over it's surface. Clicking on the ad will provide a full screen 360° experience - much like virtual reality. Users can tilt their phone to look around the car, or use their finger/mouse to scroll around the car in all directions.



Enhancement Opportunities

- Distinguish ad is about air bag recalls
- Make relevant to user

"I am not sure I would feel like this applied to me... The air bag recall needs to be prominent in the ad."

"...it does not convey that something bad happened here due to an air bag recall. It just looks like a really bad accident."

"It needs to be clearer that this is about air bags."

"If this was a real-life scenario and they specifically said it was for a 2013 Toyota Corolla and it suggested for me to take action immediately then most likely I would do something."

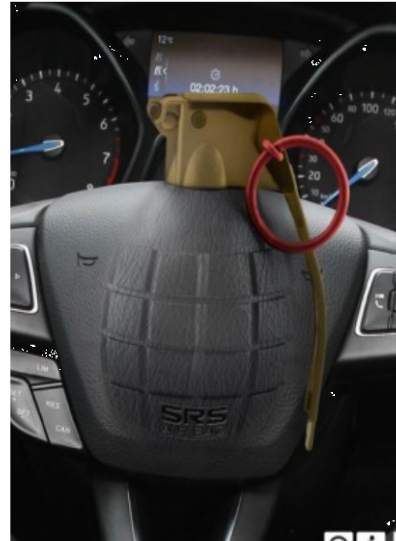
CONCEPT COMPARISON



Recommended



Bomb on Board



Wheel Risk



360 Consequences

Most likely to visit NHTSA.gov

51%

23%

25%

Likely to take action (Somewhat/Very/Extremely Likely)

91%

80%

75%

Likely to visit website (Somewhat/Very/Extremely Likely)

86%

67%

66%

■ = highest among concepts
■ = lowest among concepts

Q3.1 – Which concept makes you **MOST** likely to visit the NHTSA.gov website to check for information about safety recalls on a vehicle?

Q1.17a/2.6a/2.14a – How likely would you be to take some kind of action after seeing this concept?

Q1.18/2.7/2.15 - Assuming you saw this concept as a banner ad, how likely would you be to visit the NHTSA.gov website to check for a vehicle air bag safety recall?

CONCLUSIONS + RECOMMENDATIONS



Conclusions + Recommendations

- *Bomb on Board* performs consistently well among respondents indicating it would drive action and make them visit NHTSA's website. The attention-grabbing visual of the exploding air bag motivates viewers to take action. While the NHTSA logo and the serious nature of the ad convey legitimacy, adding "nhtsa.gov" and language relevant to the viewer would further strengthen the concept.
- *Wheel Risk* performs well but lags *Bomb on Board*. Respondents liked the embedded grenade in the steering wheel - IF they could see it, but it could be easily overlooked. The biggest enhancement opportunity for this concept is to make the grenade more distinguishable in the steering wheel.
- *360 Consequences* shows the aftermath of a crash and the visual of blood on the air bag is effective at grabbing attention. However, the underlying cause isn't linked to a faulty air bag and the concept can be interpreted to anything crash related. The main enhancement opportunity is to build a stronger connection to the faulty air bag being the cause.

Bomb on Board is the most popular and effective among respondents. Part of the appeal is that it is simple and straight forward. Only minor tweaks need to refine the ad so it contains the optimal amount of information. Pursuing *Wheel Risk* would require efforts to distinguish the grenade embedded into the steering wheel. *360 Consequences* is not recommended because it's not clearly related to air bag recalls.

APPENDIX



Motivations for Taking Action on Recalls

When asked what would encourage them to get their vehicle recalls fixed, as well as what facts/information would motivate such action, respondents highlighted safety concerns and convenience.

Themes - Encouragement to Get Vehicle Fixed	%
Safety concerns	21%
Convenience (appt. time, loaner car, location, etc.)	11%
Free/low cost	10%
Severity of recall (specific part, car won't run, etc.)	10%

*"The **safety of myself and my loved ones**, and also a **social responsibility towards other drivers out there!**"*

*"If **not getting the recalled issue fixed** would impact the **safety and/or reliability of my vehicle**. Also, I would be more encouraged if I knew that **I would not be responsible for maintenance changes** related to the repair."*

*"If I could get a **loaner car** while they work on my car, it is such a **hassle working with dealership**."*

Themes - Facts/Information For Motivation	%
Evidence/anecdotes (facts, figures, stats, stories, etc.)	27%
Safety concerns	18%
Convenience (appt. time, loaner car, location, etc.)	11%

*"Facts would include **statistics about frequency of problem**, letter and email from manufacturer, articles in Consumer Reports."*

*"The simple facts of **hearing stories about people who have lost their lives** because of a faulty air bag **would be enough** facts for me to get my air bag fixed."*

*"I would also want to know that my **local dealership had the parts available for me** to get the item fixed so I would not waste time taking my car in for something that could not be addressed immediately."*

Recent News About Recalls

More respondents were able to recall what they know about NHTSA - many of them remember receiving air bag recall notices. While there are a variety of ways to hear about recalls, the mail and cable news are the most popular methods.

What You Have Read, Seen, or Heard	%
Airbag Recalls	38%
Unspecified/Other Recalls	39%
I have not heard anything recently	30%

*"The only recall I have heard of was for the **Takata air bags** for Toyotas being dangerous when **activated that could send shrapnel flying** when deployed during an accident."*

*"My 2015 Subaru Forester had a recall last fall, it was something to do with **seatbelt harness**."*

*"No, I **haven't recently**. I remember a **recall years ago** on Honda **front air bags**."*

Where You Have Read Seen or Heard	%
Mail notification	20%
On the news	20%
Other (Dealership, email, text notifications, magazines, etc.)	23%

*"Because I **signed up for notifications**, I get **recall information on my vehicle** along with **risk and safety tips** to remedy a defect made voluntarily by manufacturers."*

*"I received a **post card in the mail** both from Honda and Subaru when my recalls happened."*

*"I've been reading and hearing about the Tacoma[sic] air bags. This recall has been mentioned on virtually **all of the major news outlets for months**."*

Sources for Recall Information

.....

Respondents would hop online to find out more about recalls using Google, their manufacturer's website, NHTSA, or other websites like Consumer Reports or automotive forums. Less than 1 in 10 rely on mail solely these days.



Web search
(Google)

24%



OEM (website/call)

17%



Dealership

16%



NHTSA or other
government body

11%



Other websites

10%



Postal mail

8%

*"I would simply search '**recent vehicle safety recalls**' on google and see what would come up."*

*"I would probably first go to the **website of my car manufacturer**. I have a **Toyota** car so I would go to **Toyota's website**."*

*"Maybe just **call the dealership** probably would be the first thing actually because I'm **not too tech savvy** so it would be **easier to just talk to someone on the phone**."*

*"I go to the **NHTSA** (National Highway Traffic Safety Administration) **website to find information on recalls**."*

*"I feel like if you looked at **Consumer Reports**, you'd be able to see car recalls listed."*

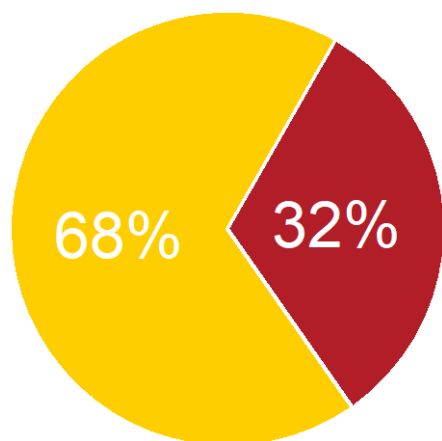
*"I've always gotten **information in the mail** regarding my **recalls**."*

*only entries over 5% shown

Familiarity with NHTSA

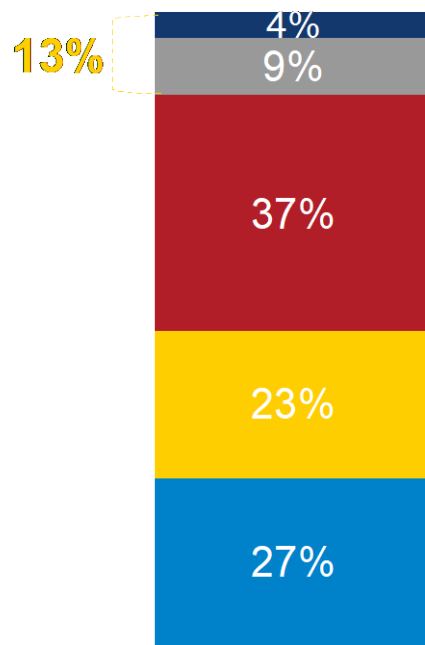
While nearly 7 in 10 have heard of NHTSA, a much smaller percentage say they are familiar with the administration.

Heard of NHTSA?



■ Yes ■ No

Familiarity with NHTSA

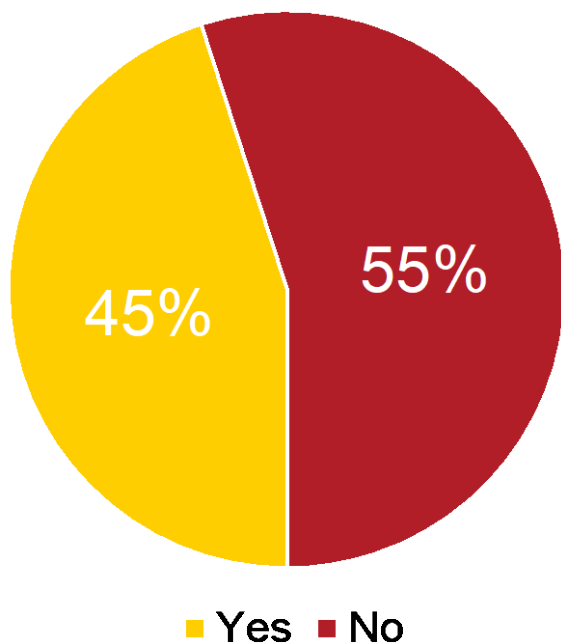


- Extremely familiar
- Very familiar
- Somewhat familiar
- Not very familiar
- Not at all familiar

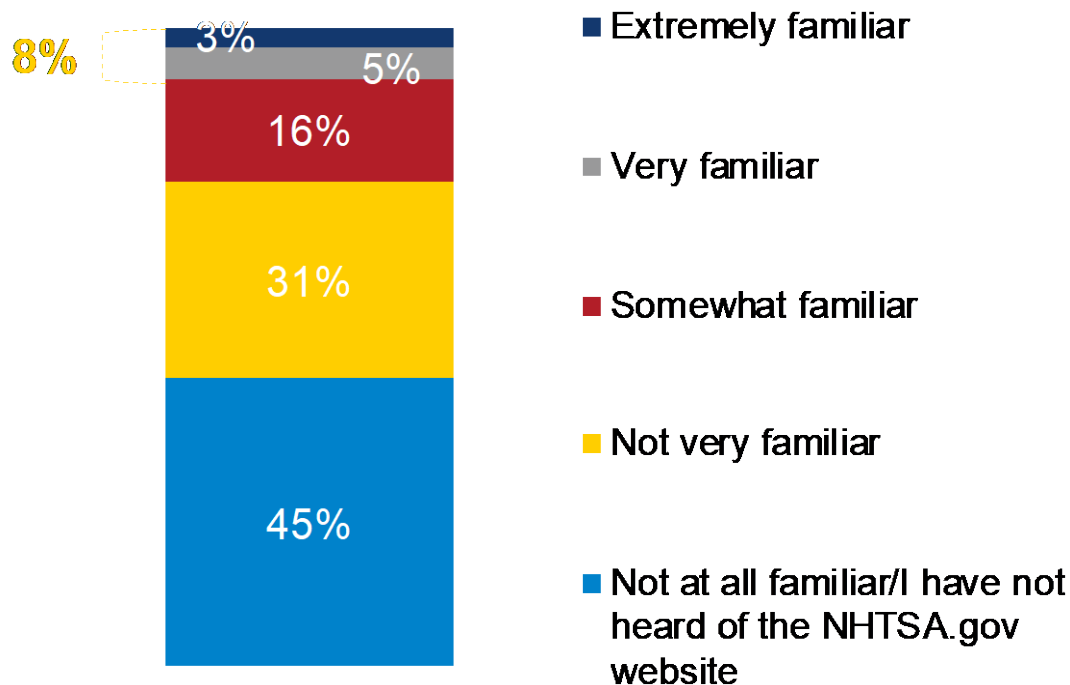
Familiarity with NHTSA.gov

A slim majority of respondents haven't heard of NHTSA.gov, and less than 1 in 10 are very or extremely familiar with the website.

Heard of NHTSA.gov?



Familiarity with NHTSA.gov



NHTSA in the News

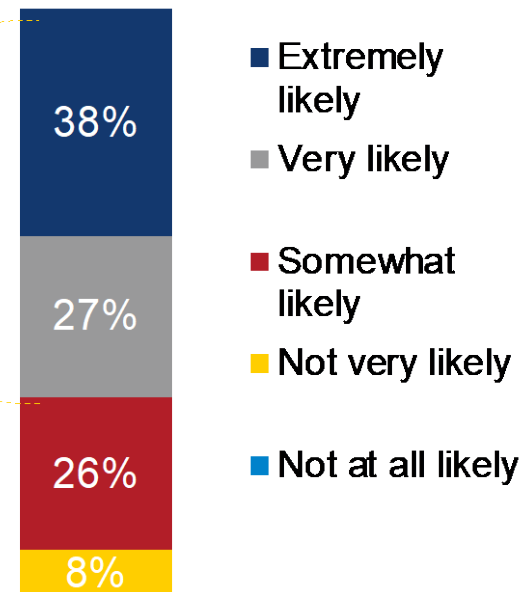
A majority of respondents haven't heard, read, or seen anything about NHTSA recently. Those who have heard, read, or seen something recently say they're dealing with recalls, accident investigations, and were able to accurately state what NHTSA does. After prompted about the website, a majority of respondents said they were likely to check it out.

Themes - What You Have Read/Seen/Heard About NHTSA	%
Deal with recalls/accident investigations/safety ratings	18%
Yes, I heard something on the news	6%
I have not heard anything about NHTSA recently	65%

*"This **website** gives a lot of info on cars, **recalls**, **safety**, **comparison** (if one was interested in buying a particular car), **risk factors**, **road safety**, etc."*

65%

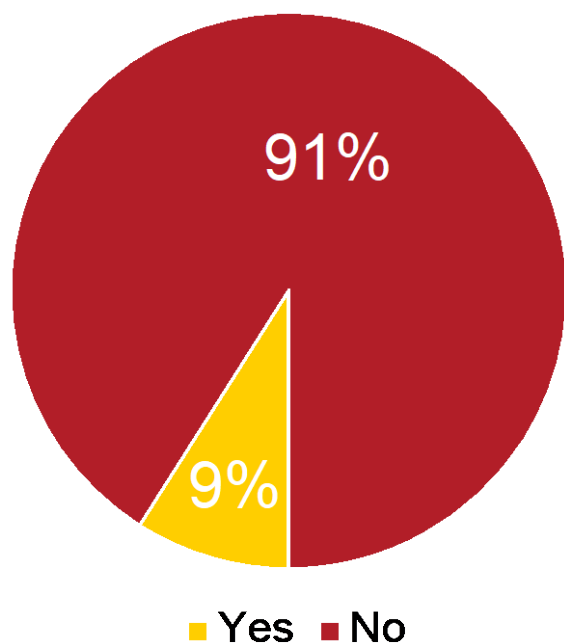
*"I think they're **often in the news** when it comes to trending **vehicular accidents or traffic conditions** across the US. They would provide **stats or data** like 'XYZ deaths are attributed to over-inflated tires' or whatever."*



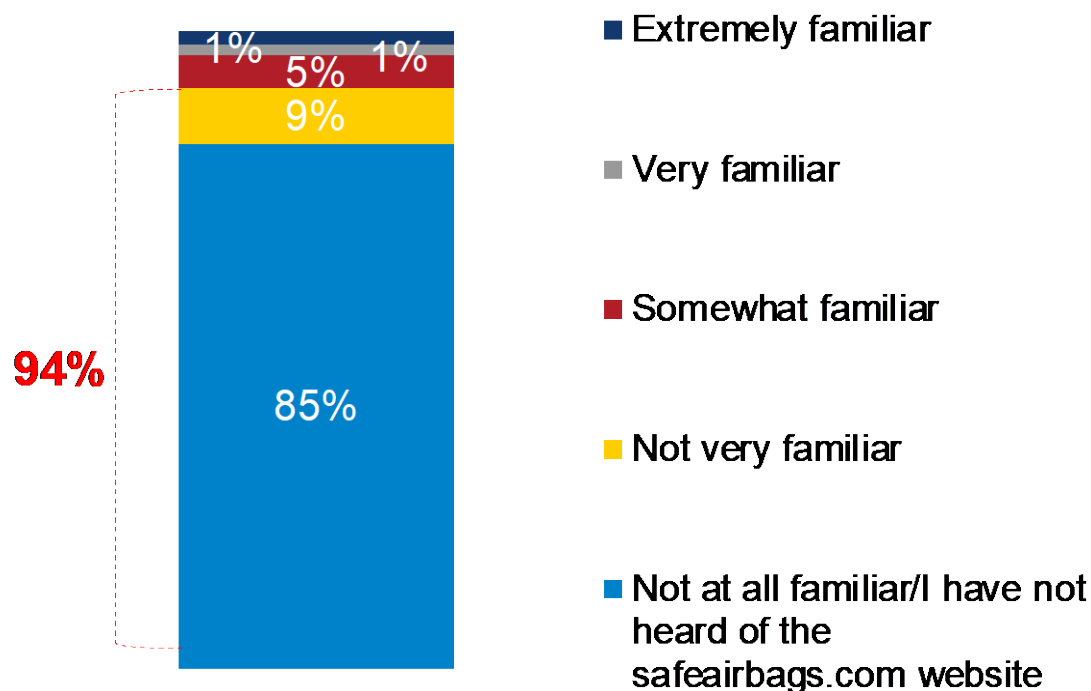
Familiarity with safeairbags.com

A vast majority of respondents haven't heard of safeairbags.com, and that also translates to low familiarity with the website.

Heard of safeairbags.com?



Familiarity with safeairbags.com



■ Extremely familiar

■ Very familiar

■ Somewhat familiar

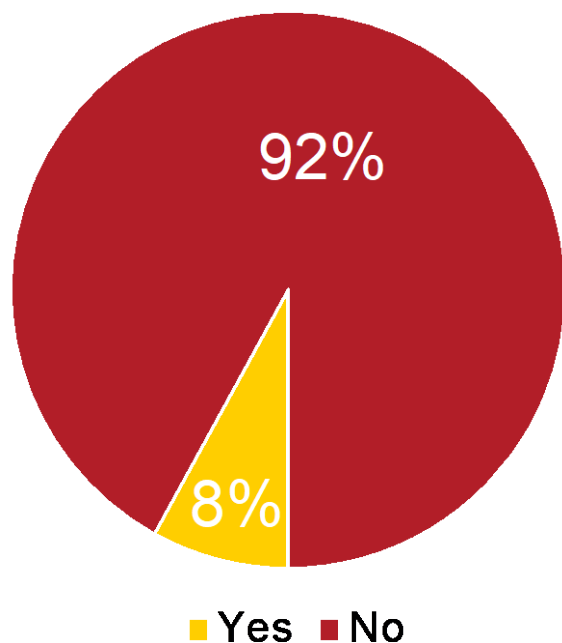
■ Not very familiar

■ Not at all familiar/I have not heard of the safeairbags.com website

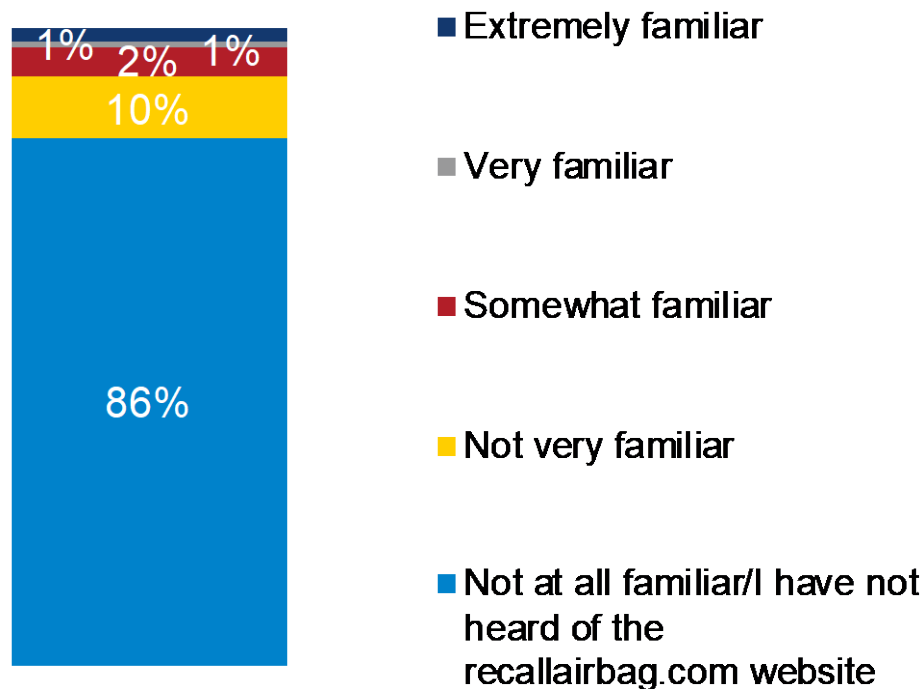
Familiarity with recallairbag.com

Like safeairbags.com, a majority of respondents haven't heard of recallairbag.com and also have low familiarity.

Heard of recallairbag.com?



Familiarity with recallairbag.com



Making People Aware of NHTSA.gov

When asked what would encourage them to get their vehicle recalls fixed, as well as what facts/information would motivate such action, respondents highlighted safety concerns and convenience.

Themes - Raising Awareness of NHTSA.gov	%
Ads/information on social media	19%
Print/physical ads (magazines, brochures, pamphlets, billboards, etc.)	16%
Television ads	14%
Advertise at dealerships/stickers on new cars	8%
Online ads (general)	8%

*"I think advertising on **websites** and **most importantly on social media** such as **Facebook, Instagram, YouTube** etc. Advertising in **social media is super important** and the **eyes of people are in social media** I think this is the best way to let people know about NHTSA.gov."*

*"A **giant billboard** would be a **useful tool**; posted next to the highway or freeway, so that **all can see**."*

*"I think they need to take out more **television advertising**. I don't ever recall seeing an ad of this type on **TV**."*

DEMOGRAPHICS



Demographics

		TOTAL
Gender	Male	50%
	Female	50%
Age	18-24	17%
	25-34	23%
	35-54	33%
	55+	28%
Ethnicity	White	58%
	Black	13%
	Hispanic	20%
	Other	9%
Education	HS or less	5%
	Vocational/some college	33%
	Bachelor's	39%
	Post Bachelor's	23%
Household Income	Less than \$50K	28%
	\$50K - \$99 K	42%
	\$100K+	30%

		TOTAL
9 Point Census Region	New England	8%
	Middle Atlantic	18%
	South Atlantic	16%
	East South Central	8%
	West South Central	10%
	East North Central	18%
	West North Central	1%
	Mountain Pacific	7%
Children <18 In household	Yes, children < 18 in HH	36%
	No children < 18 in HH	64%